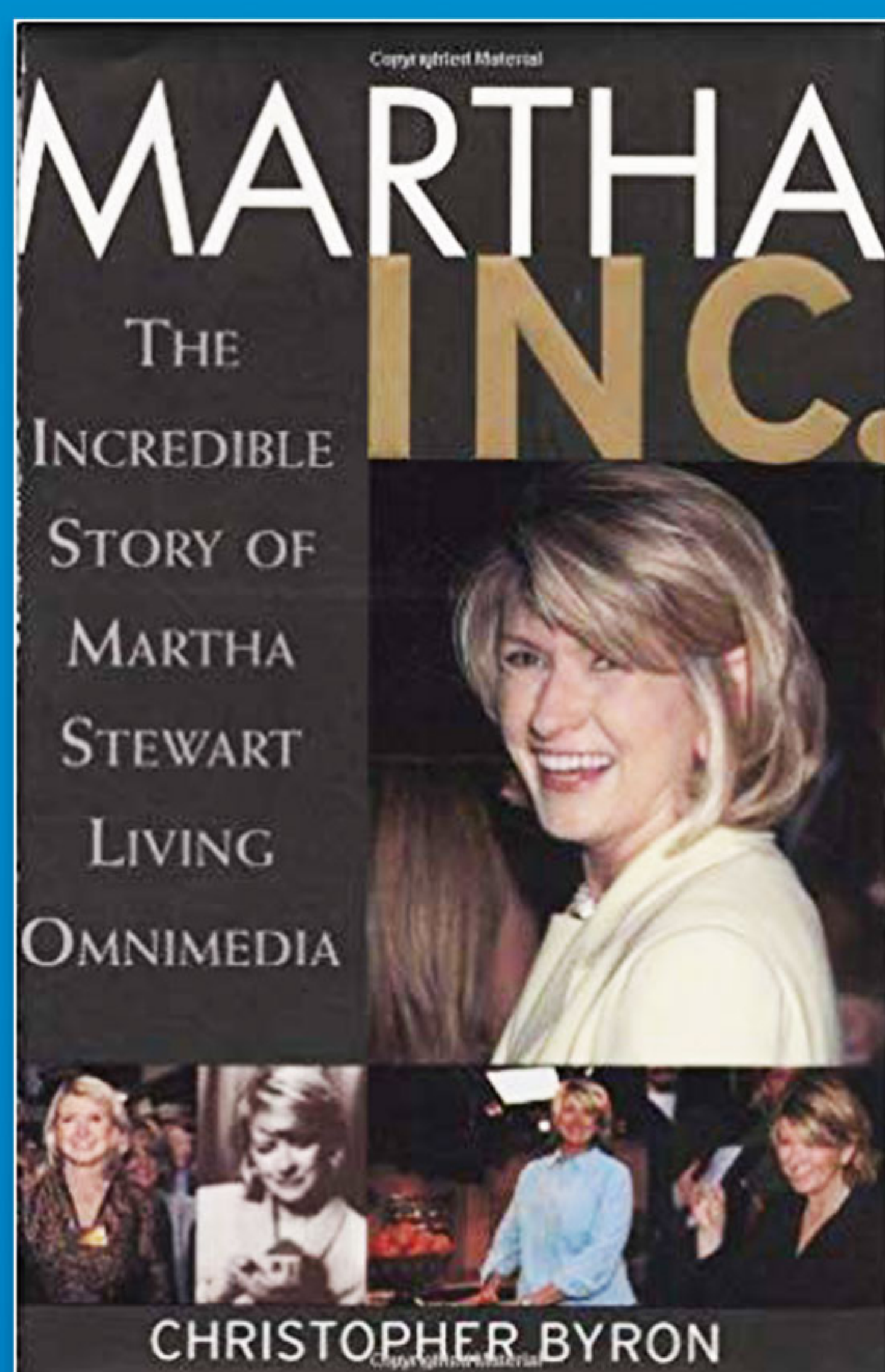


A LOOK IN A BOOK

July 2018

“Martha Inc.: The Incredible Story of Martha Stewart Living Omnimedia” by Christopher Byron



**Reviewed by:
Wesly Yap,
Library Assistant**

Hello readers and welcome back!

If you ask me who my celebrity idol is, you'll know that Martha Stewart is one of my not-so-secret guilty pleasures. It's interesting, because I come to find that we all love to hate Martha...but we really (secretly) kind of admire and love what she's all about.

There are lots of Martha Stewart books out there, and quite a few in our collection. But, there has never been an official biography or autobiography of her. *Martha Inc.* piqued my interest because I was always curious of the story behind the woman whose career I admire.

This book is written by a Wall Street financial reporter/columnist who took it upon himself to learn and illuminate more about Martha. It was published during the early 2000s after she had spearheaded her way into America's heart as a multi-million dollar lifestyle guru (and then got thrown into jail for doing so).

Through the use of family/friend interviews, we get a study of her life, the impact her parents had on her childhood, the family years, working as a broker on Wall Street, meeting her (now ex) husband, having a daughter, starting her catering company in Westport, Connecticut, and the later TV show years as she wove (pun intended maybe?) all of this business and life experience into a booming media conglomerate of sorts.

It's even the basis for “*Martha Inc.*”, a made-for-TV movie that's pretty bad, but almost in a good, campy way that true Martha fans will tolerate and appreciate (side note: we indeed have this DVD in our collection too, lol).

Byron's viewpoint of Martha seems fair and mostly unbiased. The portrait painted here isn't always as pretty and idyllic as Martha would like us to think she is. I found it more poignant learning Martha's shortcomings and faults. To demand such high excellence all the time, yet never being truly perfect, makes her even more compelling.

Insider trading and alleged tirade attitude aside, I still hold Martha in high regard and really liked this book. From the crafts, to the foods, to the celebrity, to the business!

I too hope that one day I can plan out a party menu for 30, while teaching somebody like Snoop Dog how to make a sequined snowman (available at Macy's for \$50) centerpiece that was featured in my December issue, for a "simple" festive gathering, on my TV show.

Please come check out all the Martha books we have in our collection. Get inspired and find out more about her in this book! “It’s a good thing.”